

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah kredibilitas Brand Ambassador Verrel Bramasta memiliki hubungan terhadap minat beli dari produk MS GLOW FOR MEN pada Mahasiswa Mercu Buana Fakultas Ekonomi dan Bisnis Jurusan Akuntansi. Peneliti menggunakan pendekatan kuantitatif dengan metode survey dan telah menyebarkan kuisioner kepada 63 responden. Dalam penelitian ini, peneliti menggunakan beberapa pengujian dengan menggunakan rumus uji Analisis Deskriptif dengan hasil variable X menunjukkan angka 78% sedangkan variable Y menunjukkan angka 77% baik, sedangkan Uji Koefisien Korelasi menunjukkan kredibilitas Brand Ambassador dalam menjelaskan minat beli produk MS GLOW FOR MEN adalah sebesar 59% kemudian sisanya 41% di jelaskan pada variable lain yang tidak termasuk pada penelitian ini. Hasil Hipotesis di peroleh t hitung sebesar 5,780. Ho di tolak dan Ha di terima yang menunjukan bahwa kredibilitas Brand Ambassador mempunyai hubungan positif dan signifikan terhadap minat beli.

*Kata Kunci : Kredibilitas, Brand Ambassador & Minat Beli, Produk.*

## ABSTRACT

This study aims to determine whether the credibility of the Verrel Bramasta Brand Ambassador has a relationship with the purchase interest of MS GLOW FOR MEN products for Mercu Buana Students, Faculty of Economics and Business, Accounting Department. Researchers use a quantitative approach with survey methods and have distributed questionnaires to 63 respondents. In this study, researchers used several tests using the Descriptive Analysis test formula with the results of variable X showing 78% while variable Y showed 77% good numbers, while the Correlation Coefficient Test showed the credibility of the Brand Ambassador in explaining the interest in buying MS GLOW FOR MEN products. 59% then the remaining 41% explained in other variables that were not included in this study. Hypothesis results obtained t count of 5.780. Ho is rejected and Ha is accepted which shows that the credibility of the Brand Ambassador has a positive and significant relationship to purchase interest.

*Keywords: Credibility, Brand Ambassador & Purchase Interest, Products.*